



## POSITION DESCRIPTION

### DIGITAL MARKETING SPECIALIST

<b>Department:</b>	Head Office	<b>Award:</b>	N/A
<b>Reports To:</b>	• Managing Director	<b>Location:</b>	Port Macquarie

#### **Primary Purpose of Position:**

Own and drive digital revenue performance across paid media, website conversion, lifecycle marketing, and loyalty. The role is accountable for improving online sales efficiency, conversion rate, customer lifetime value, and return on marketing investment through data-driven execution and continuous optimisation.

Own and optimise digital performance channels to drive profitable online growth. This role is accountable for paid media efficiency, website conversion, lifecycle revenue, and loyalty performance, ensuring digital investment delivers measurable commercial outcomes aligned to business priorities.

#### **DECISION-MAKING AUTHORITY**

- Owns day-to-day optimisation and execution of digital performance channels within the approved Marketing Plan and budgets
- Allocates and reallocates channel spend within approved limits based on performance
- Prioritises optimisation initiatives based on commercial impact
- Selects and manages digital suppliers and tools within approved spend
- Escalates material changes in budget, performance risk, or technical constraints

#### **Key Relationships:**

<b>Internal:</b>	<ul style="list-style-type: none"> <li>• Managing Director</li> <li>• Brand Marketing Specialist</li> <li>• eCommerce &amp; Systems Manager</li> <li>• Brand &amp; Product Team</li> </ul>
<b>External:</b>	<ul style="list-style-type: none"> <li>• Supply partners Sales representatives</li> <li>• Supply partners Marketing department</li> <li>• Brand POS Merchandisers</li> <li>• Media platforms and technology partners</li> <li>• Agency or specialist suppliers as required</li> </ul>

## **Key Responsibilities & Duties:**

### **Digital Media and Paid Advertising**

- Own the execution and optimisation of paid media across Meta, Google, and other performance channels
- Manage budgets in line with agreed targets and performance thresholds
- Optimise campaigns against ROAS, CAC, and revenue contribution
- Test audiences, creative, offers, and landing pages to improve efficiency
- Provide weekly performance updates and clear recommendations

### **Website Performance and CRO**

- Own website conversion performance and revenue per session
- Develop and execute a CRO roadmap including A/B testing and UX improvements
- Optimise product pages, collections, and checkout experience
- Identify and prioritise friction points impacting conversion and AOV
- Working with eCommerce & Systems on technical improvements and releases
- Track and report the impact of changes on revenue

### **Email, SMS, and Lifecycle Marketing**

- Own performance of email and SMS as revenue channels
- Manage campaign planning, segmentation, and deployment in line with the trading calendar
- Optimise automated flows across onboarding, abandoned cart, post purchase, and reactivation
- Grow revenue contribution from lifecycle marketing while protecting margin
- Manage segmentation, targeting, and lifecycle automation

### **Loyalty Program Performance**

- Own the commercial performance of the loyalty program
- Drive member acquisition, activation, and repeat purchase frequency
- Partner with Buying and Marketing to ensure rewards are margin aware
- Measure success through repeat rate, frequency, and member revenue share

### **SEO and Organic Performance**

- Implement and maintain on page SEO best practices to support commercial outcomes
- Improve organic revenue contribution through content and structure optimisation
- Track organic performance based on quality and conversion, not volume

### **Analytics and Reporting**

- Own digital performance reporting across paid media, website, and lifecycle channels
- Translate data into clear insights, priorities, and actions
- Present monthly performance reviews with recommendations
- Track the impact of changes on revenue, margin, and efficiency

## **FINANCIAL AND OPERATIONAL DISCIPLINE**

- Manage allocated digital marketing budgets responsibly
- Ensure spend delivers measurable commercial value
- Maintain accurate records of platforms, suppliers, and performance
- Work within agreed governance and approval frameworks

## **GENERAL**

- Contribute to projects such as new store launches, acquisitions, and system upgrades
- Comply with OH&S requirements
- Perform additional duties aligned to role scope

## **KEY MEASURES OF SUCCESS**

- Online revenue growth attributable to digital channels
- ROAS and CAC efficiency across paid media
- Improvement in website conversion rate and AOV
- Growth in email, SMS, and loyalty revenue contribution
- Clear, actionable performance insights that drive decision-making
- Digital spend consistently aligned to profitability and business priorities

### **Personal Competencies:**

- Highly commercial and performance driven
- Strong analytical capability with bias to action
- Comfortable making trade-offs and prioritising impact
- Clear communicator of complex performance data
- High ownership, accountability, and follow-through
- Behaviour consistent with Wilson Retail values